WHAT IS CLAIMED:

1.   A computer architecture for providing a bridge between tangible media and computer media, said computer architecture comprising:

a bridge server computer system including a database and a server control program;

5   a client computer system including a bridge control program and an input device adapted to receive a bridge code associated with a tangible media object;

a communications channel coupling said bridge server computer system and said client computer system;

whereby said bridge control program is operative to send a bridge code
10   entered through said input device from said client computer system to said bridge server and said server control program is operative to query said database based on the bridge code and execute action commands contained in said database in correspondence to the bridge code.

2.   A computer architecture as recited in claim 1, wherein said client
15   computer system comprises a client computer, a portable client device, and a local communications channel selectively coupling said client computer to said portable client device, said input device being disposed in said portable client device and the bridge code being uploaded from said portable client device to said client computer over said local communications channel.

20   3.   A computer architecture as recited in claim 1, wherein the action commands comprise instructions for displaying a Web page stored on one of said bridge server computer system or a separate content server coupled to said communications channel.

4.   A computer architecture as recited in claim 1, wherein the action
25   commands comprise instructions for downloading data to said client computer system from one of said bridge server computer system or another server coupled to said communications channel.

5.   A computer architecture as recited in claim 4, wherein said data comprises a computer media copy of an article in the tangible media object.

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6. A computer architecture as recited in claim 4, wherein said data comprises a computer media coupon related to products described in the tangible media object.

7. A computer architecture as recited in claim 4, wherein said data comprises a computer media copy of information related to an article in the tangible media object.

8. A computer architecture as recited in claim 1, wherein the action commands comprise instructions for displaying a link related to the tangible media on said client computer system.

9. A computer architecture as recited in claim 8, wherein the link is in the form of a Web page.

10. A computer architecture as recited in claim 9, wherein the link is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

11. A computer architecture as recited in claim 1, wherein said input device is a bar code reader adapted to read the bridge code in the form of bar codes.

12. A computer architecture as recited in claim 1, wherein said communications channel is a computer network.

13. A computer architecture as recited in claim 13, wherein said computer network is the Internet.

14. A method for bridging tangible media and computer media, said method comprising the steps of:

creating a database of bridge codes and action commands corresponding to the bridge codes;

inputting a bridge code associated with a tangible media object into a client computer system;

communicating the bridge code from the client computer system to a bridge server;

querying the database based on the bridge code; and

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executing action commands stored in the database in correspondence to the
bridge code.

15. A method as recited in claim 14, wherein the client computer system comprises a client computer, a portable client device, and a local communications channel selectively coupling the client computer to the portable client device, said inputting step comprising inputting the bridge code into the portable client device and uploading the bridge code from the portable client device to the client computer over the local communications channel.

16. A method as recited in claim 14, wherein said executing step comprises executing action commands comprising instructions for displaying a Web page stored on one of the bridge server computer system or a separate content.

17. A method as recited in claim 14, wherein said executing step comprises executing action commands comprising instructions for downloading data to the client computer system from one of the bridge server computer system or another server.

18. A method as recited in claim 17, wherein the data comprises a computer media copy of an article in the tangible media object.

19. A method as recited in claim 17, wherein the data comprises a computer media coupon related to products described in the tangible media object.

20. A method as recited in claim 17, wherein the data comprises a computer media copy of information related to an article in the tangible media object.

21. A method as recited in claim 14, wherein said executing step comprises executing action commands comprising instructions for displaying a link related to the tangible media on the client computer system.

22. A method as recited in claim 21, wherein the link is in the form of a Web page.

23. A method as recited in claim 22, wherein the link is to a vendor Web site for facilitating purchase of a product described in the tangible media object.

24. A method as recited in claim 14, wherein said inputting step comprises reading the bridge code in the form of a bar code.

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25. A method as recited in claim 14, wherein said communicating step comprises communicating over a computer network.

26. A method as recited in claim 25, wherein the computer network is the Internet.